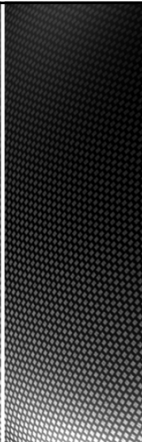



Persuasion
The art of swaying
people's feelings,
opinions and
actions.




- Bandwagon Appeal
- “Plain Folks” Appeal
- Testimonial
- Transfer
- Appeals to Pity, Fear, or Vanity
- Ethical Appeal
- Loaded Language

Persuasive
Techniques



- Taps into people's desires to belong.

Bandwagon Appeal



- Implies that ordinary people are on “our side” or that a candidate is like an ordinary person.

“Plain Folks”
Appeal

- Relies on endorsements from well-known people or satisfied customers.

Testimonial

- Connects a product, a candidate, or a cause with a positive image or idea.

Transfer

- Use words that evoke strong feelings, rather than facts and evidence, to persuade.

Appeals to
Pity, Fear,
or Vanity

- Taps into people's values or moral standards

Ethical
Appeal

- Uses words with strongly positive or negative connotations to stir people's emotions.

Loaded
Language
